

Applicant Initiated Interview Request Form

Application No. : 10/082,069

First Named Applicant: **Dwight Allen Merriman et al.**

Examiner: **Donald Champagne**

Art unit: **3688**

Status of Application: **Published**

Tentative Participants:

(1) Thomas A. Rozylowicz

(2) Examiner Donald Champagne

(3) _____

(4) _____

Proposed Date of Interview: October 14, 2009

(or at the Examiner's earliest convenience).

Proposed Time: 2:30 EST (PM)

Type of Interview Requested:

(1) Telephonic (2) Personal (3) Video Conference

Exhibit To Be Shown or Demonstrated: YES NO

if yes, provide brief description: _____

Issues To Be Discussed

Issues Rej., Obj., etc)	Claims/ Fig. #s	Cited Art	Discussed	Agreed	Not Agreed
(1) Rej.	1	Roth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4)			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Continuation Sheet Attached

Brief Description of Arguments to be Presented:

Please see the attached sheet with a proposed amendment. Roth is not believed to describe or suggest the amended limitations.

An interview was conducted on the above-identified application on _____.

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

(Applicant/Applicant's Representative Signature)

(Examiner/SPE Signature)

Typed/Printed Name of Applicant or Representative

Registration Number, if applicable

1. (Proposed Amendment) A method for online re-targeted advertisement selection, comprising:

receiving a description of online activities for a community of users accessing one or more affiliate web sites;

identifying a desired behavior, the desired behavior describing user interaction that indicates that an identity demonstrating the desired behavior is more likely to be responsive to a retargeted advertisement;

analyzing the description of online activities to determine whether a particular user appearing in the description of the online activities demonstrates the desired behavior;

[[(a)]] generating a retargeted list of users to receive retargeted advertisements;
comprising matching received feedback on prior activities of a user at a Web site to selection criteria;

monitoring, in real-time and from the one or more affiliate web sites, information related to user interaction with the one or more affiliate web sites;

[[(b)]] receiving, from within the monitored information, a request to display advertising content to a [[the]] user;

determining that the user appears in the retargeted list of users to receive retargeted advertisements; and

[[(c)]] selecting, in response to the request, advertising content for display based upon determining that the user appears in the retargeted list of users to receive retargeted advertisements the generated list and the received feedback on prior activities of the user at the Web site.